



Don't just build a database build a wealth of valued customers.

itracMEDIA offers a host of services and solutions that will help your company understand how your consumers behave online and how to best reach them. We can give you clear direction that will tell you how to focus your time and resources, identify where the best opportunities lie, and help your turn prospects into rewarding relationships.

itracEMS Overview
Every day your clients and prospects generate a mass of activity data through various touch points. Analysis of this data can yield valuable insights.

Email
Activity

CRM
Software

Website
Activity

Search
(e)Marketing

Phone
Activity

Marketing
Data

This data is seamlessly pulled into the **itracEMS** system to be analyzed.



itracEMS analyzes and distributes, valuable real-time reports which sales and marketing can use to close business.



The platform for all our solutions is our itracMEDIA EMS (e-marketing system). It's our proprietary CRM software that offers so much more than typical systems.

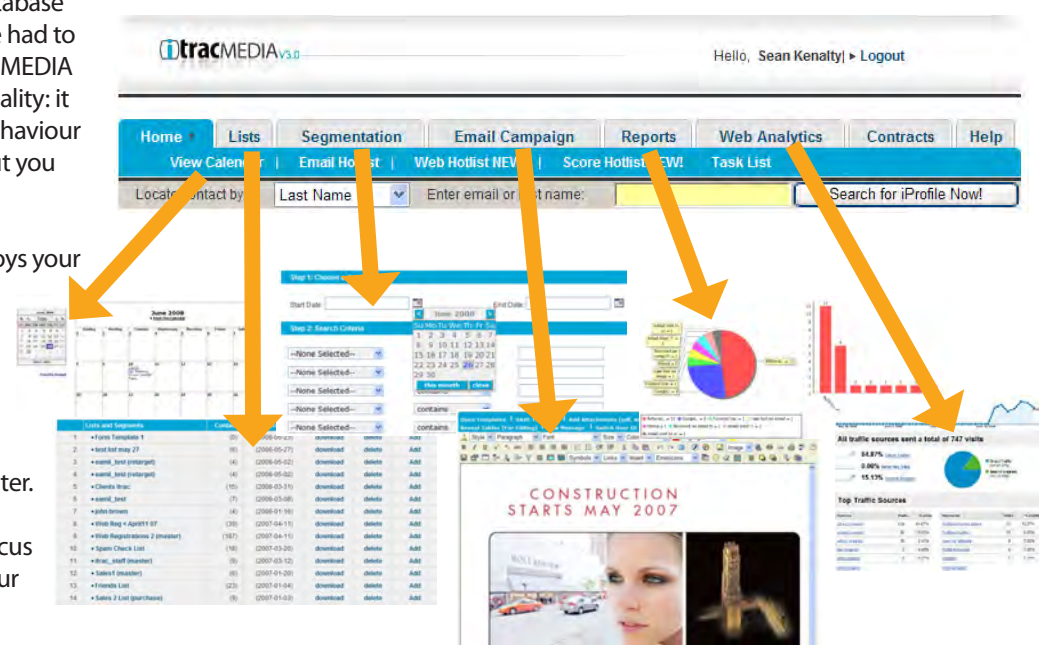
Most CRM systems merely manage a database and only store the information someone had to manually input into the system. But itracMEDIA EMS goes far beyond that basic functionality: it automatically tracks and analyses the behaviour of all your leads. In real time. And without you having to do a thing.

What you get is a CRM system that deploys your marketing campaign and tracks the results for you. It's simple and it's smart. And, if you prefer, it can also plug into your current CRM.

These are challenging times right now, so don't just market harder, market smarter. Let itracMEDIA services give you the the depth of understanding and clarity of focus you need to grow, thrive and achieve your business goals.

itracEMS Platform

itracEMS is a SAAS web based application. Login from any computer with an internet connection to perform a wide variety of sales/marketing & CRM functions.



CASE STUDY | Empire Communities & the itracEMS platform

Building a better platform.

Problem

Empire Communities, an award-winning residential and commercial builder in Southern Ontario, had approximately six high-rise and six low-rise projects in various stages of development, and three new projects set to launch in the coming months.

They were experiencing customer-relationship-management issues across the company, as well as media-spend tracking issues relating to active campaigns. They were running a web-based CRM platform, a competing product to the itracEMS system, in their sales centers. The system they were using was causing a lot of headaches for the sales staff, and it was not intuitive or easy to use.

Solution

Empire replaced their previous CRM platform with the itracEMS (Email Marketing CRM platform). Our platform was much easier to use, was easy to set up, featured better analytics and tracking capabilities, and offered a variety of additional unique features which Empire found compelling.

Once itracEMS was implemented across the sales centers, all the walk-in, web-registration and third-party leads would automatically flow into the itracEMS system. Empire sales people in their various sales centers across southern Ontario could access their leads and contacts via any computer with an internet connection.

The itracEMS tracks all leads through the sales process. It allows Management Reporting and Analytics; and it incorporates one-to-one Web Tracking Behavior, Email Tracking, Lead Scoring, Task-Management Tracking and a variety of custom reports specifically for Empire's management team.

Results

As of early 2009, Empire Communities has continued its accent to be one of the most successful Canadian builders of new homes and condos. The company consistently launches and successfully markets top-notch development projects (for example, Fly Condos and The Modern) in the very challenging 2009 sales environment.

itracEMS has been integrated across the Empire sales organization, and customized in a number of ways, to meet Empire Communities unique goals and objectives. The Email Marketing, Web Analytics tracking, and Lead Scoring capabilities of the itracEMS have helped Empire sales teams stay a step ahead of the competition by taking advantage of a deeper knowledge of the customer base.

In addition, the ease of implementation and use has been tremendously valuable in training new staff and teams, as sales centers scale up and down according to each phase of the project marketing plan.

Many custom reports and features have been layered on the itracEMS platform to provide Empire management with the KPIs (key performance indicators) they require to maintain a clear path to meet their business sales and marketing objectives.



Features	itracLITE	itracEMS Standard	itracEMS Enterprise
HTML or plain text editing	Y	Y	Y
Built-in HTML and WYSIWYG editors	Y	Y	Y
Pre-designed HTML templates	Y	Y	Y
Deliverability testing	Y	Y	Y
HTML open / read / click tracking	Y	Y	Y
Built-in Web analytics with Lead Scoring	Y	Y	Y
Bounced email processing	Y	Y	Y
Viral marketing tracking	Y	Y	Y
Scheduled campaign delivery	Y	Y	Y
Dedicated IP address(es)	X	optional	Y
User profile segmentation	Y	Y	Y
Mail merge personalization	Y	Y	Y
Dynamic profiling	Y	Y	Y
Dynamic content	X	optional	Y
Duplicate management	Y	Y	Y
Soft bounce resend	Y	Y	Y
Multi-user role-based functionality	X	Y	Y
Dedicated Account Manager	X	Y	Y
Success planning and strategy	X	Y	Y
Deliverability audits	X	Y	Y
Lead acquisition	optional	optional	Y
Content design review	optional	optional	Y
Frequency assessment	optional	optional	Y
Web services API	X	Y	Y
White label	X	X	optional
Additional professional services			
Deliverability Monitoring	Y	Y	Y
Whitelist Audit (Domain Keys, Sender Policy & DNSWL)	Y	Y	Y
Accredited mail through Sender Score Certified	X	optional	optional
Blacklist Monitoring	Y	Y	Y
Reputation Check 20 + Audit lists	Y	Y	Y
Account Management			
Monthly review call	X	X	Y
Campaign performance analysis	X	X	Y
Full service email solutions	X	Y	Y
Educational Support			
Initial personalized training	Y	Y	Y
Ongoing personalized training for new features	X	Y	Y
Access to our online resources	Y	Y	Y
Support			
Phone support 9:30 am - 5:00 pm EST	X	Y	Y
Online support 8:30 am - 9:00 pm EST	Y	Y	Y
Critical issue support - extended hours			
Response time (within)	1 business day	1 business day	2 hours